The Cambria Store

Toolkit StoreTutorial

Cambria Corporation

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Cambria Locations:

Palo Alto, CA

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Chapter 1: Introduction

Congratulations for choosing the Cambria Toolkit Store as your online store. You have made a great choice that is backed with the support of Cambria's talented team of designers and programmers.

The Toolkit Store is an affordable solution that will grow with you and can change to meet the needs of your growing enterprise.

Toolkit Store Helps

You are not on your own with this store. You have this manual and a growing Frequently Asked Questions page on the Cambria Store web site. Besides that, you can always call our offices and talk to a designer or programmer. Our normal hourly charges may apply.

Making Changes To Your Store

You can always change anything about your store. We are not a template organization and can make any programming or design change that you desire. Just call us for an estimate.

You can also make changes to the store at any time. Many of our customers start with the standard store and then start adding bells and whistles once their store gets off the ground and has established a customer base.

Chapter 2: Getting Started

Your store is purchased and loaded onto the hosting company's servers. Now what?

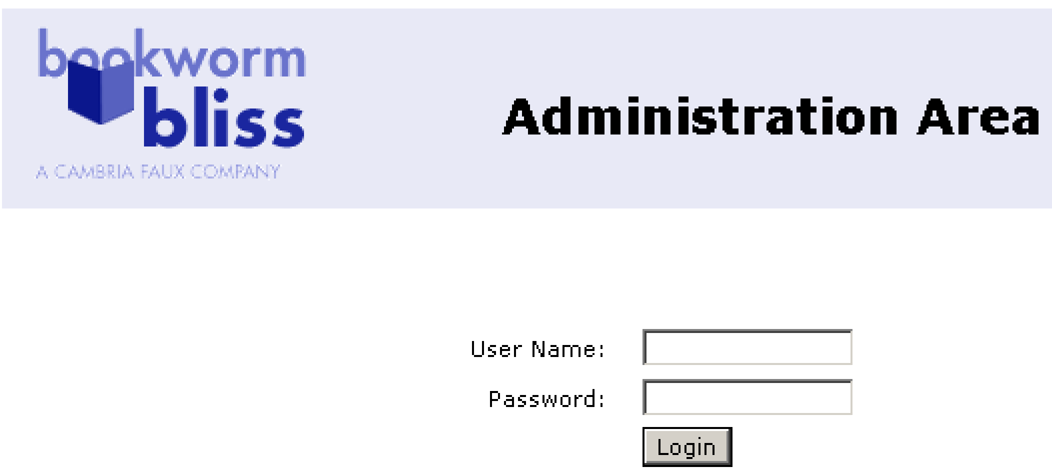
You should remember two URLs:
- Your domain name or IP address (http://www.YourStore.com/ or http://65.198.78.70/)
- Your administration area (http://www.YourStore.com/admin/ or http://65.198.78.70/admin/)

The main pages are where your customers will shop and the administration pages are where you will manage your products, customers, orders, and site design.

Logging Into The Administration Area

Open your browser and type in your administration area URL.

This will bring you to the Administration Area login screen.



Type in the user name **New** and the password **Admin** and then choose the "Login" button. You should now be logged into the Administration Area.

Changing the Administration User Name and Password

Because all of our stores start out with the same user name and password, it is really important to change your user name and password right away.

At the bottom of the administration home page, locate and choose the link for "Manage Site Administrators".

- Manage Frequently Asked Questions
- Manage Site Administrators
- "Toolkit"

Choose the link "Click here to add another administrator". It is located above the View/Update Administrator column.

Manage Site Administrators

Process/Charge Orders-All
Process/Charge Orders
Ship Orders-All
Ship Orders
Search For Orders
View All Orders

Click here to add another administrator.

View/Update Administrator	Delete Admin

At the "Add an Administrator" page, type in your information including a user name and password that you will remember. When you are finished, choose the "Add Record" button.

First Name:	Kathy
Last Name:	Fisher
Email:	kathy@cambria.com
User Name:	Kathy
Password:	636wave

Add Record

Helpful hint: *Write your user name and password here for future reference.*

User Name:

Password:

You now should have two administrators in the list.

View/Update Administrator	Delete Administrator	First Name	Last Name
		New Administrator	Fisher
		Kathy	Fisher

We now need to delete the other one so it can't be used by anyone else. Choose the gray button underneath the "Delete Administrator" column next to the New Administrator name.

Delete an Administrator

- Process/Charge Orders-All
- Process/Charge Orders
- Ship Orders-All
- Ship Orders
- Search For Orders
- View All Orders
- Reports
- Manage Products
- Manage Categories
- Manage Status Codes
- Manage Customers
- Manage Vendors
- Manage Vendor Statuses

First Name:	New Administrator
Last Name:	Fisher
Email:	new@cambria.com
User Name:	New
Password:	Admin
Date Created:	
Date Last Login:	11/4/2002 2:26:35 PM

Delete Record

At the “Delete an Administrator” screen, choose the “Delete Record” button. The system will prompt you to make sure you are sure that you want to do this.

Choose “OK”.

Continue adding Administrators until you have added everyone in your system. You can delete administrators as needed, but always leave one or you’ll lock yourself out!

To update an administrator, choose the gray button underneath the “Update Administrator” column. This is where you can change your user name and password.

Log Out and Log In With New Name

Now that you have created a new user name and password, please log out and log back in with the new user name and password.

To do this, choose the “Log Out” option to return to the Administration Log In page and sign in with your new user name and password.

- "Toolkit"
- Log Out
- Return to Main Web Site

Add Your ‘Coming Soon’ Information

Before your store is fully operational, we recommend that you have a ‘Coming Soon’ page that tells your customers when to come back and visit you.

Please note that even though your customers will not be able to shop at your store until it is finished, you will be able to see all of the aspects of your store once you log in as an administrator.

Choose the “Toolkit” option on your administration page.

- Manage Site Administrators
- "Toolkit"
- Log Out

This brings you to the “Toolkit” page. Choose the option for the “Turn on/off the Coming Soon page”.

- **Launch Your Site**
  - Turn on/off the "Coming Soon" page

Change the option for “Is your site ready to launch?” to “No” and then choose the update button.

Is your site ready to launch?

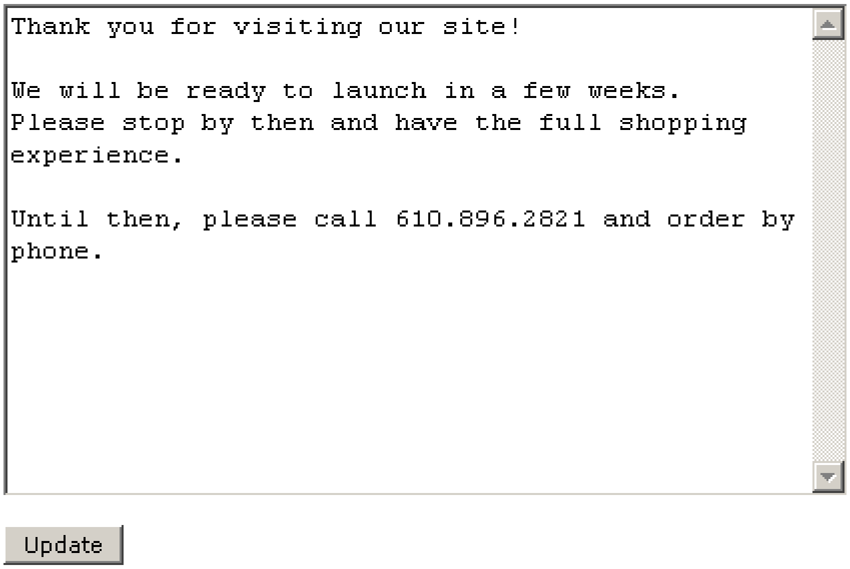
No

Update

We have to adjust the ‘Coming Soon’ text to your information. On this Toolkit page, choose the option for “Coming Soon text that will appear…”

- **Modify Page Text**
  - About text that tells about your business
  - Business Name for Email Auto Replies
  - Coming Soon text that will appear until your site is ready to launch

On the Modify Page Text screen that appears, add whatever text you would like your customers to read until your site is ready to go. When you are finished, choose the “Update” button.



You are now ready to work on your store’s design and products.

Chapter 3: Modifying the Store Text

Choose the “Toolkit” option on your administration page.

- Manage Site Administrators
- "Toolkit"
- Log Out

We will be going through the first section titled “Modify Page Text” in this chapter. You may want to use the Simple HTML formatting found in Appendix A to help you spice up your text.

- **Modify Page Text**
  - About text that tells about your business
  - Business Name for Email Auto Replies
  - Coming Soon text that will appear until your site is ready to launch
  - Contact us information
  - Copyright text on bottom of store pages
  - Email Address for Auto Replies
  - Introductory text on the first page of your store
  - Meta Description - short description that search engines use to describe your site
  - Meta Keywords - keywords that search engines use to find your site
  - Title that appears in the blue bar at the top of your browser
  - Welcome title on the first page of your store
  - Your Website's URL for the Email Auto Replies

About Text

Click the first link: ○ About text that tells about your business

This is the text that will be on your website’s “About Us” page. Type in your new text into the box and then choose the “Update” button.

```
CD Czarina started in November of 2002 to promote
and sell CDs by female artists that may be
unavailable at other CD companies.

Kathy Fisher founded the CD site after having
problems finding the CD "Live in Philadelphia" by
Voices on the Verge at major retail stores and on
online CD stores.

5% of all of the proceeds for this store will go
to benefit female musicians through the "Girls
Rock" foundation.
```

Update

Advanced HTML users: You will not have to put in any break or paragraph tags into this box. The system replaces the carriage returns you type in for these tags.

This text will now be available on the About Us page. You can see this by clicking on the “Return to Main Site” link and then the “About Us” link at the top of the page.

About Us

CD Czarina started in November of 2002 to promote and sell CDs by female artists that may be unavailable at other CD companies.

Kathy Fisher founded the CD site after having problems finding the CD "Live in Philadelphia" by Voices on the Verge at major retail stores and on online CD stores.

5% of all of the proceeds for this store will go to benefit female musicians through the "Girls Rock" foundation.

Business Name

Click the next link: ○ Business Name for Email Auto Replies

An email is automatically sent to your customers when they make a purchase from your site. This is the business name that will appear in the email.

CD Czarina

Update

Make your changes and choose the “Update” button to return to the Toolkit.

Coming Soon Text

See Chapter 2 for a detailed explanation.

Contact Us

Click the contact us link: ○ Contact us information

This is the text that will appear at the bottom of the “About Us” and the “Help” pages.

Type in your contact information and then choose the “Update” button.

```
CD Czarina
P.O. Box 1234567890
Ardmore, Pennsylvania 19003
610.896.2821 Phone
610.896.2844 Fax
<a href="mailto:Info@cdCzarina.com?subject=CD
Czarina Store">Info@cdCzarina.com</a>
```

One major difference about the contact information is the email address. You will probably want to provide your visitors with an email address. You can either (1) type this in without the extra tag information and let them cut and paste it into their email program to email you. Or (2) you can make it a link that will bring up their email program with your email address in the To: field already.

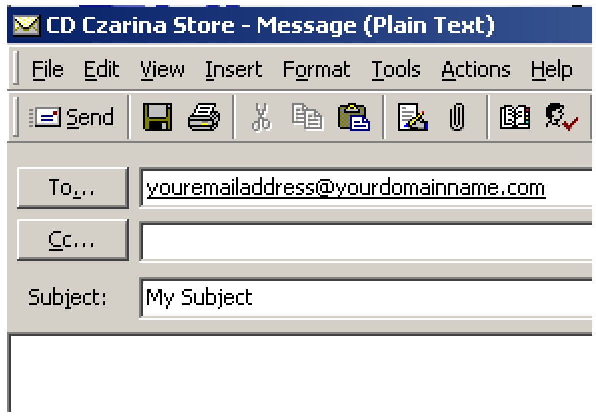
To make it a link, type in the following without extra carriage returns, tabs, spaces, etc.

youremailaddress@yourdomainname.com

You can also add a subject to this link. To do this, type in the following without any extras.

youremailaddress@yourdomainname.com

When your visitor clicks this link, it will bring up their email program with the To field and Subject field already filled out.

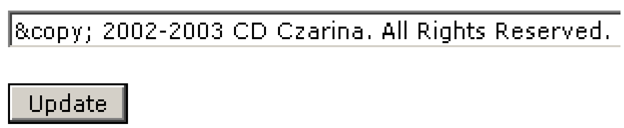


Copyright Text

Click the next link: ○ Copyright text on bottom of store pages

This is the copyright text that appears at the bottom of your web pages.

To make the copyright insignia (©), type in ©.



Make your changes and choose the “Update” button to return to the Toolkit.

Email Address

Click the next link: ○ Email Address for Auto Replies

An email is automatically sent to your customers when they make a purchase from your site. This is the email address that the emails will be from.

Just in case they reply to you, make sure this is a valid email address.

Make your changes and choose the “Update” button to return to the Toolkit.

Introductory Text

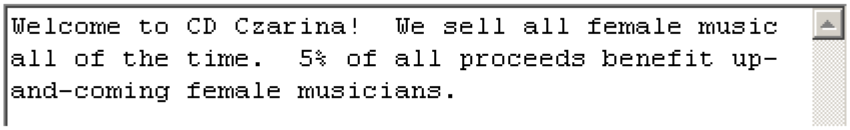
Click the next link: ○ Introductory text on the first page of your store

This is the introductory text on the home page of your store. Make your text changes and choose the “Update” button to return to the Toolkit.

Meta Description

Click the next link: ○ Meta Description - short description that search engines use to describe your site

The Meta description is used by search engines to give a description of your site once it appears on their listing. Most search engines only let you have a maximum of 30 words, so be brief.

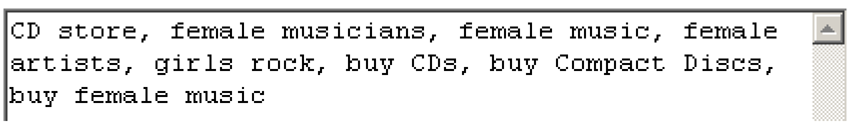


Make your changes and choose the “Update” button to return to the Toolkit.

Meta Keywords

Click the next link: ○ Meta Keywords - keywords that search engines use to find your site

The Meta keywords are used by search engines to bring your site up when people search on a variety of keywords. Most search engines only let you have a few, so it is better to be brief and to put your best ones at the front of the list.



Make your changes and choose the “Update” button to return to the Toolkit.

Title

Click the next link: ○ Title that appears in the blue bar at the top of your browser

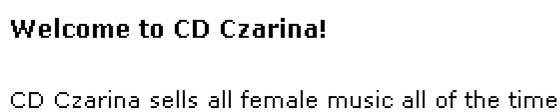
This is for the wording that appears in the title bar of the browser.

Make your changes and choose the “Update” button to return to the Toolkit.

Welcome Title

Click the next link: ○ Welcome title on the first page of your store

This is the title that appears on the home page of your main site, just above the introductory text.



Make your changes and choose the “Update” button to return to the Toolkit.

URL

Click the next link: ○ Your Website's URL for the Email Auto Replies

An email is automatically sent to your customers when they make a purchase from your site. This is the URL that the emails will bring your customers back to view their account, buy more products, etc.

http://www.cdCzarina.com/

Update

Make sure that the full web address is shown, starting with the http:// and ending with the /.

Change the URL and choose the "Update" button to return to the Toolkit.

Frequently Asked Questions

There is one text item that is not part of the "Toolkit" area. That is the Frequently Asked Questions or FAQ's. They update the "Help" page on your site.

Click on the "Manage Frequently Asked Questions" link.

- Manage Frequently Asked Questions

There are already two FAQ's in the system for questions that we feel may come up to you at some point in time.

Click here to add another FAQ.

View/Update FAQ	Delete FAQ	Question
		I'm having a problem adding items to the shopping cart.
		I'm having a problem logging into my account information.

As you work with your store and your customers, you may find other questions coming up with your customers. You can add, update and delete FAQ's through this area to help solve these problems before they email you.

See the above instructions for adding, updating, deleting Site Administrators for specific instructions on how to use the add link and the update and delete buttons.

Chapter 4: Modifying the Store Design

Choose the "Toolkit" option on your administration page.

- Manage Site Administrators
- "Toolkit"
- Log Out

In this chapter, we will be going over the following sections to modify the pictures and colors of your site.

- **Modify Logo and About Picture**
  - Logo
  - About Picture

- **Modify Colors/Buttons/Links**
  - Admininstration Area
  - Background/Font/Links/Button Colors
  - Cart/Checkout Page
  - Product Page
  - Product Detail Page

Uploading Pictures

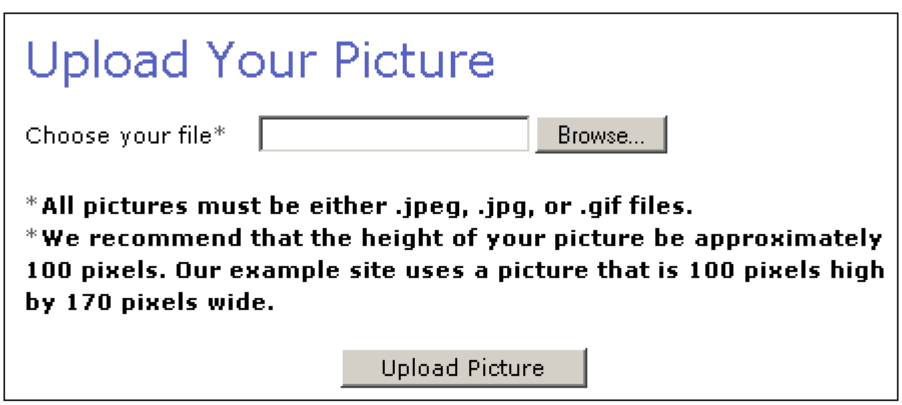
To preface this section, we are assuming that you know a little bit about pictures for the web and how to resize them. If you do not, please call us to have one of our designers help you out.

Modify the Logo

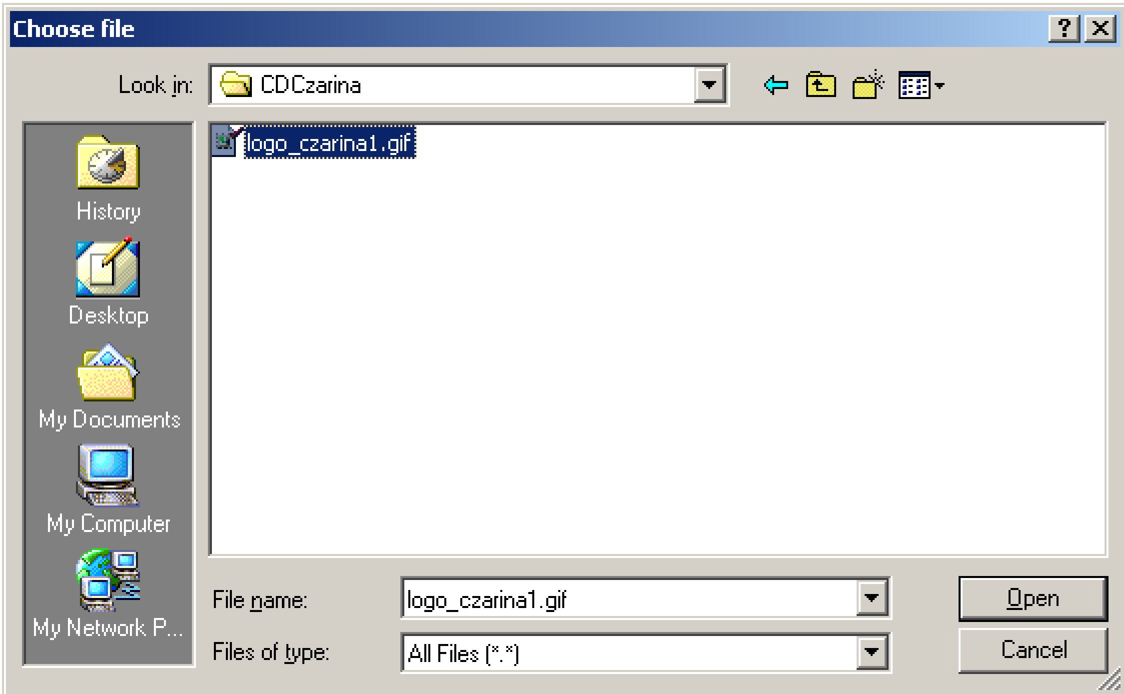
To change the logo to yours, click the Logo link: ○ Logo

Unlike the product pictures, we did not want the system to resize the images in case you wanted a larger or smaller size to fit in with your site's design. We do suggest a logo of approximately 100 pixels high to not take up too much space.

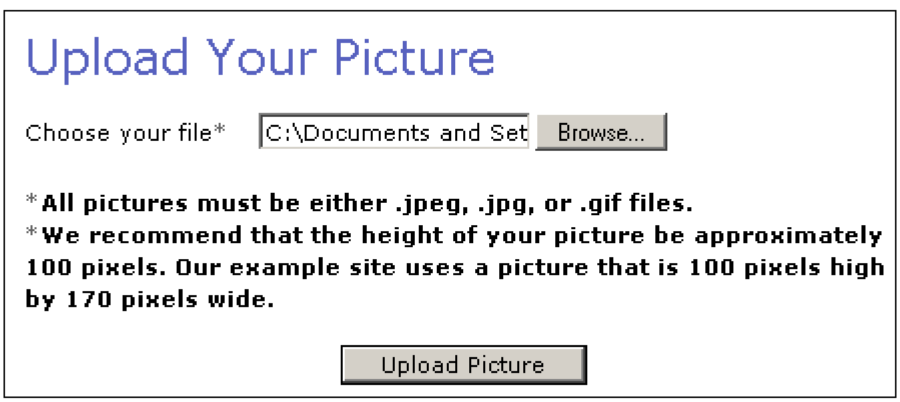
Click the link to change your picture: Click here to change your picture (logo2.gif). This will bring up the upload window so you can upload your picture into the system.



Choose the "Browse" button to find your picture. Once you find it, highlight the file name and then choose the "Open" button.



This will bring you back to the upload window with the file name inserted into the "Choose your file" field.



Choose the "Upload Picture" button to upload your picture. At the Picture Uploaded window, click the link to close the window.

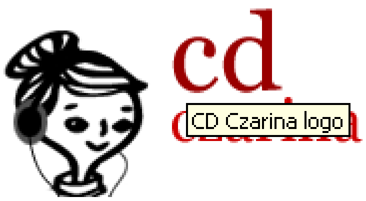
This will refresh your browser window and you will be able to see your picture displayed on the page.

Add the alternate text that your visually impaired visitors require and then choose the “Update” button.

CD Czarina logo

Update

If you hover your mouse over your logo in the upper left hand corner of your browser window, you will see the yellow alternate text appear.



Modify the About Picture

Follow the above instructions, except click on this link ○ About Picture and upload a picture that is no more that 350 pixels wide.

Modifying Colors

Choose the link for ○ Background/Font/Links/Button Colors. This option has the most extensive list of changes that we can make.

The link will open up a new window. Maximize this window by clicking on the center (or maximize) button in the upper right hand corner of your browser.

This page has a list of options, such as Background Color, followed by a text field with a 6-digit value in it.

This 6-digit value is called a hexadecimal code. This is what your browser needs to figure out what color you want each option.

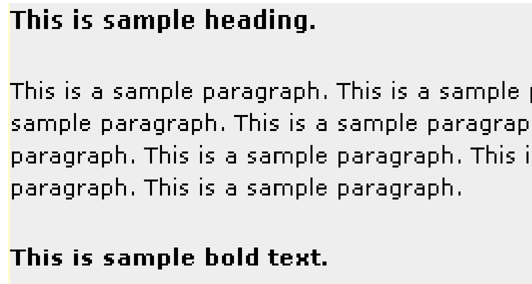
For example, your main background color is currently white (FFFFFF). Change this value to light gray (EEEEEE) and then choose the “Update” button.

Main

Background Color:	FFFFFF
Text Color:	000000
Link Color:	003399
Link Color (Hover):	6666CC

Update

Now, the main text is a light gray.



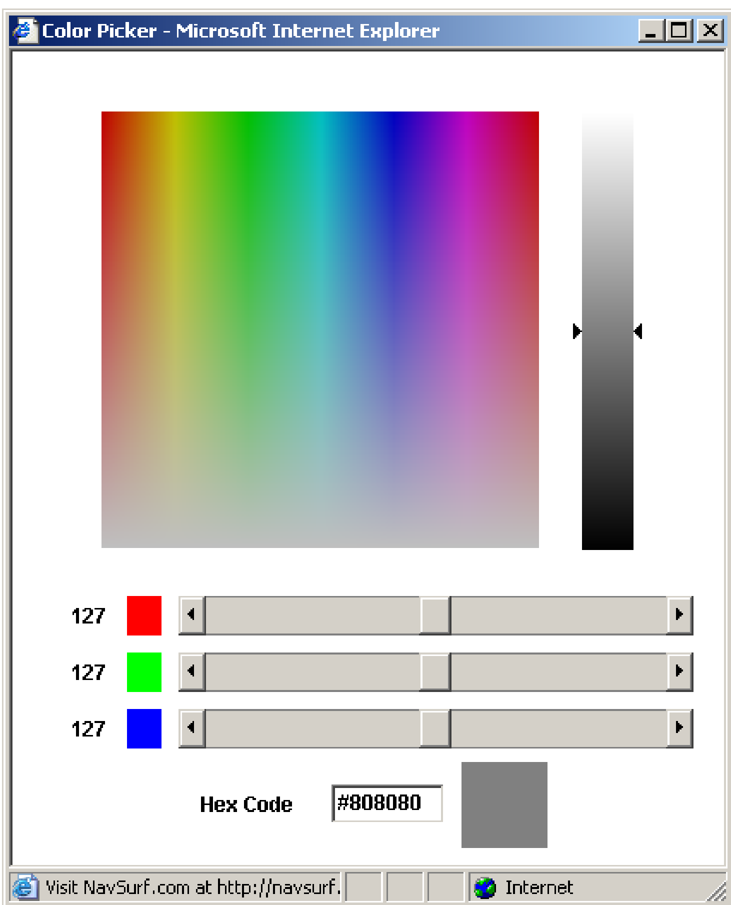
Go through each option in the Modify Colors/Buttons/Links section. If you need any help, please feel free to give us a call.

The Color Pickers
The color picker helps at the top of your screen will help you to figure out the hexadecimal codes for your desired colors.

They both provide the same function, but you may like one better than the other.

Color Picker Help 1 **Color Picker Help 2**

Color Picker Help 1
Choose the first color picker. This will bring up a different window.



Click your left mouse button down and hold it as you drag your mouse arrow over the rainbow-colored box.

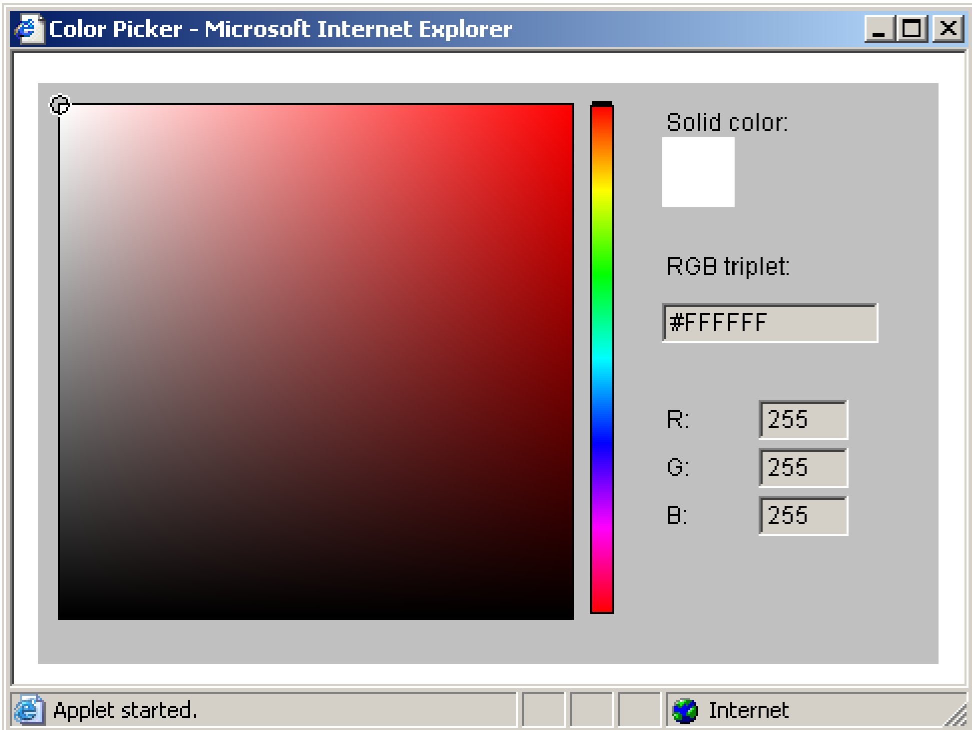
As you do so, notice that the Hex Code and box next to it change.

The slide bar on the right of the rainbow-colored box will make the color lighter (as you click and drag up) or darker (as you click and drag down).

The slide bars on the bottom make the color more or less red, green, or blue.

When you find the perfect color, type in just the 6-digit code without the # sign into your main page.

Color Picker Help 2
Choose the second color picker. This will bring up a different window.

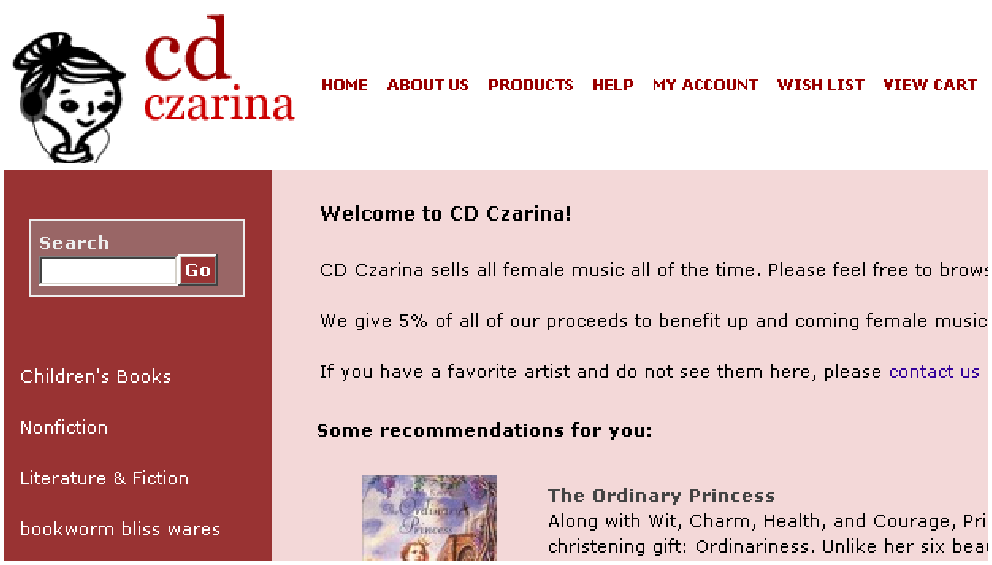


This is a similar color picker, except that you click without dragging your mouse.

The rainbow-colored bar changes the colors in the larger box. Clicking with your mouse in the larger box will change the Solid Color and the RGB triplet (Hexadecimal Code).

Test It Out

When you are finished modifying the colors, click the "Return to Main Site" link to make sure everything looks good.



Chapter 5: Adding the Products

You've modified the text and modified the look and feel of your store. Now, it's time to start adding the products to your store.

Product Categories

The first thing that you need to add is the product categories. These are the main options that you can see along the left menu in the main site.

Children's Books

Nonfiction

Literature & Fiction

bookworm bliss wares

Choose the "Manage Product Categories" option from the administration main menu.

- Manage Products
- Manage Product Categories
- Manage Product Status Codes

There are four product categories in there right now. Let's delete them so we can start out with our product categories.

To delete them, choose the button under the "Delete Product Category" next to a Category Name.

Delete Product Category	Category Name
▢	bookworm bliss wares

This will bring you to the Delete Category window.

Category Name:	bookworm bliss wares
Category Description:	T-Shirts, Mugs, Bookmarks...
Sort Order:	4
Recommended Product:	bookworm bliss Mug

Delete Record

Choose the "Delete Record" button. It will ask you if you are sure you want to do this. Choose "OK".

Continue deleting product categories until there are none left.

Now, we'll add in our product categories. Choose the "Click here to add a product category" link.

There are no product categories. Click here to add a product category.

This will bring us to the Add Category window. Type in the category name that will appear on the left menu, the category description that will appear on the products page and the sort order that you want it to appear in on the left menu.

When you are finished, choose the “Add Record” button.

Category Name:	Modern Folk
Category Description:	The songwriters, singers and players of modern folk. Ani DiFranco, Tracy Chapman, Dar Williams and more.
Sort Order:	1
Recommended Product (for Home Page):	After you've added this category, add/update some proc a recommended product.

Add Record

Continue adding product categories until you are finished with the ones you want for your store.

Product Statuses

The next thing that you need to add is the product statuses. This will determine what people can purchase from your store.

- Manage Products
- Manage Product Categories
- Manage Product Status Codes

Choose the “Manage Product Status Codes” option from the administration main menu.

There are three main product statuses and they are already in your system, although you may want to rename them to something that makes sense to you.

Product Status	Post On Site?	Post "Not Available"?
Available	True	False
Out Of Stock	False	False
Temporarily Out Of Stock	True	True

Available has “True” for “Post On Site” and “False” for “Post Not Available”. This means that the product will be posted on the site and your customers can purchase it from you.

Out of Stock has “False” for “Post On Site” and “False” for “Post Not Available”. This means that the product will not be posted on the site and your customers will not be able to see it to purchase it from you.

Temporarily Out of Stock has “True” for “Post On Site” and “True” for “Post Not Available”. This means that the product will be posted on the site, but it will have a “Not Available” wording and your customers will not be able to purchase it from you.

For example, “A Man Named Dave” is marked “Temporarily Out of Stock” and “A Song Flung Up To Heaven” is marked as “Available”.

When you click on “A Man Named Dave” to get the product details, instead of having the Add To Cart/Add To Wish List buttons, the product simply says:

This product is currently not available

Vendor Statuses

The next thing you have to take a look at before you add products is vendors and vendor statuses.

- Manage Customers
- Manage Vendors
- Manage Vendor Status Codes

Choose the “Manage Vendor Status Codes” option from the administration main menu.

View/Update Vendor Status	Delete Vendor Status	Vendor Status
▢	▢	Great
▢	▢	Out of Business
▢	▢	Slow To Deliver

This is where you can add descriptors of the vendors that you deal with. Use the option for “Add another vendor status” to add other options, the button for “View/Update Vendor Status” to rename any of the options and the button for “Delete Vendor Status” to delete any of the vendor status codes that you will not use.

Vendors

Now that we’ve added our vendor status codes, we now can add our vendors.

- Manage Customers
- Manage Vendors
- Manage Vendor Status Codes

Choose the “Manage Vendors” option from the administration main menu.

There is one vendor in the system. Let’s delete it so we can add our vendors.

Note: What if you don’t have any vendors? The system requires a vendor for each product. You can either have us change the system to not require vendors (more expensive) or add a fake vendor to the system to use. This is much more cost-effective.

To delete them, choose the button under the “Delete Vendor” next to the sample vendor.

Delete Vendor	Company Name
▢	Random House

This will bring you to the Delete Vendor window.

Vendor Status:	Great
Company Name:	Random House
Address Line 1:	None
Address Line 2:	
Address Line 3:	

Choose the “Delete Record” button. It will ask you if you are sure you want to do this. Choose “OK”.

Now, we’ll add in our vendors. Choose the “Click here to add a vendor” link.

There are no vendors. Click here to add a vendor.

This will bring us to the Add Vendor window. Type in the information about this vendor and choose the “Add Record” button.

Vendor Status:	Great
Company Name:	Rykodisc
Address Line 1:	123 Broadway
Address Line 2:	
Address Line 3:	
City:	New York
State:	New York
Zip:	10001
Country:	United States

Use the option for “Add another vendor” to add other vendors, the button for “View/Update Vendor” to rename or update any of the vendors and the button for “Delete Vendor” to delete any of the vendors that you will not use.

Sizes

You may have products, like T-shirts or other clothing, that come in multiple sizes. Your system will add a column for these products with a drop-down list in the size column.

Product	Item #	Price	Size	Color	Quantity
bookworm bliss T-shirt	1029	$15.00	Extra Small	White	1

Extra Small
Small
Medium
Large
Extra Large ($1.00 more)

ist Add to Cart

Note before you skip this section: *You can be creative with the size and color fields. For example, you could make the sizes be "Cassette", "CD", and "Vinyl Record". Then, Cambria can modify the Size column to say Recording Type instead. This, for example would be less than a $25 change.*

This change would give you the flexibility to add in one product with different prices for different recording types instead of having to add in "Live in Philadelphia – CD" as one product and "Live in Philadelphia – Cassette" as a second product.

Before you can select the specific sizes for each product, you will have to add all of the sizes for all of your products to the system.

Choose the "Manage Size Codes" option from the administration main menu.

- Manage Color Codes
- Manage Size Codes

Your system comes with the following sizes:

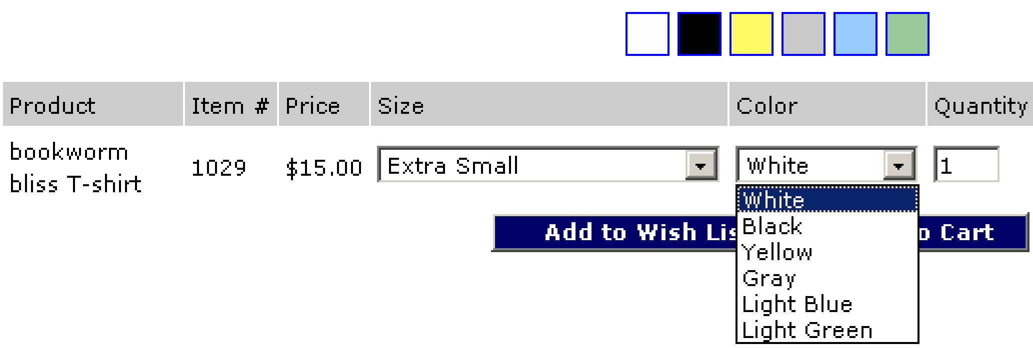
Click here to add another size.

View/Update Size	Delete Size	
		Extra Large
		Extra Small
		Large
		Medium
		Small

Delete any of the size codes that you will not be using, choose the "click here to add another size" link to add your size codes, and choose the View/Update Size button to make any changes to the size names.

Colors

You may have products, like coffee mugs or clothing, that come in multiple colors. Your system will add a column for these products with a drop-down list in the color column. It will also add a series of color boxes that your customers can see to help them decide between colors.



Before you can select the specific colors for each product, you will have to add all of the colors for all of your products to the system. Remember, you can always add more, so you can just add the ones for your current products.

Choose the “Manage Color Codes” option from the administration main menu.

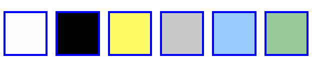
- Manage Color Codes
- Manage Size Codes

Your system comes with the following color codes:

View/Update Color	Delete Color	
▢	▢	Black
▢	▢	Dark Blue
▢	▢	Dark Green
▢	▢	Gray
▢	▢	Light Blue
▢	▢	Light Green
▢	▢	Pink
▢	▢	Purple
▢	▢	Red
▢	▢	White
▢	▢	Yellow

Choose the View/Update Color button next to the first color on the list.

The color codes have a picture function associated with them that allow you to put pictures of the colors and patterns that your customers can see with their product:



Color Name:	Black
Resized Picture:	If you prefer to upload a 20 x 20
Original Picture:	Click here to change your picture

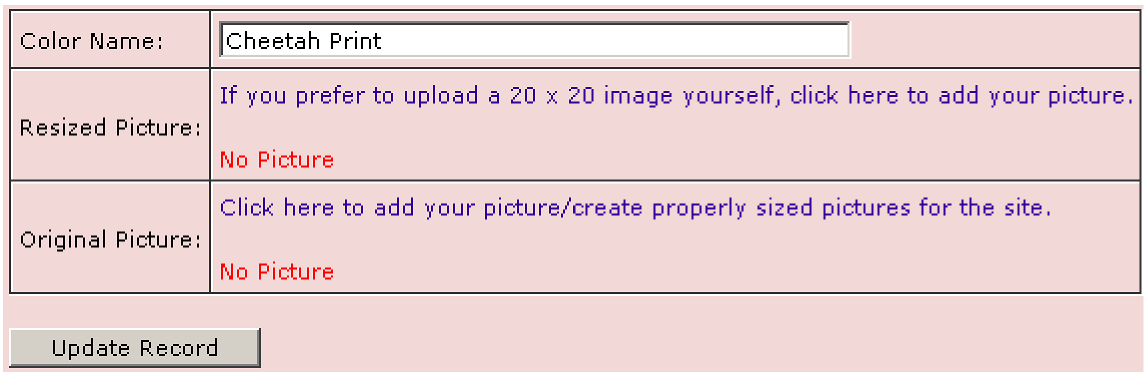
Choose the ‘Back’ button on your browser to return to the list of colors. Delete any of the color codes that you will not be using.

To add a color, choose the “Click here to add another color” link.

Click here to add another color.

This will bring us to the Add Color window. When the screen appears, type in the color name. When you are finished, choose the “Add Record” button.

You will now come to the Update Color screen where we can add pictures of the color/pattern.



Adding Pictures
There are two ways to add pictures to your product. The first is to add a picture and let the system automatically resize it for you. This is the recommended way.

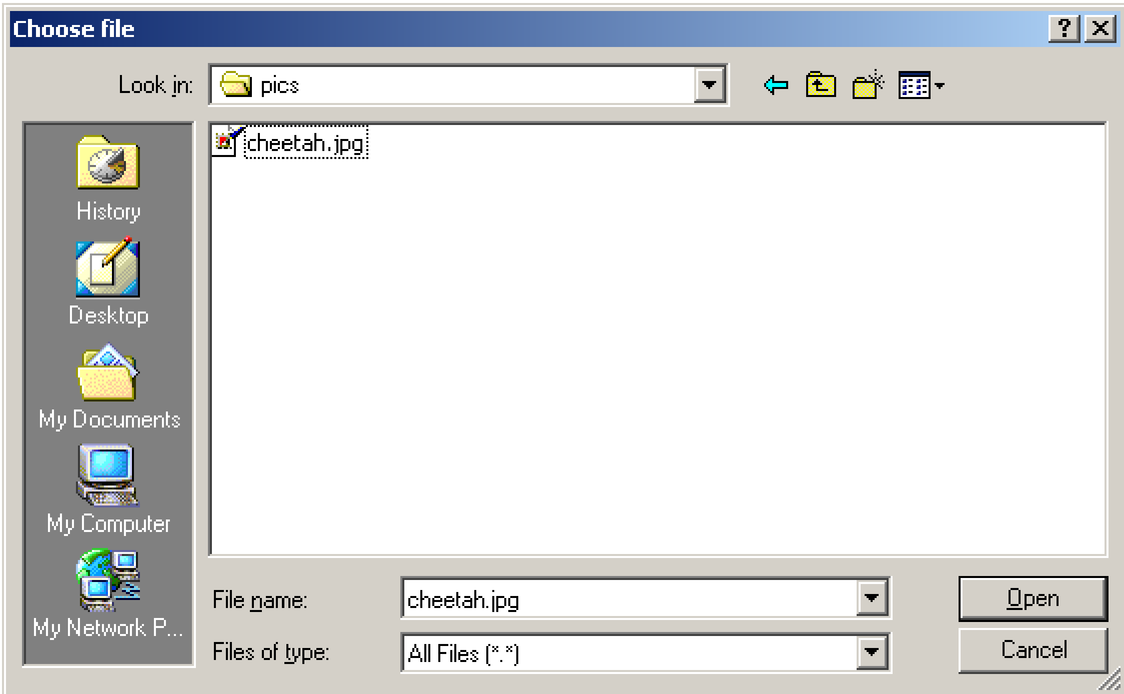
However, you can also create properly sized pictures in your graphics programs and upload them yourself. There are 3 reasons for this method: (1) You like doing it all yourself, (2) You would like to make the pictures a different size, (3) You need to upload .GIF images.

CompuServe (owners of the .GIF image copyrights) does not allow their images to be added to any resizing/formatting program without heavy royalties, so they can not be automatically resized with the ASP Image software. You may upload and automatically resize images in the following formats: .BMP, .JPG/.JPEG, .PCX, .PNG and .TGA.

Uploading/Automatically Resizing Pictures
Click the link next to the original picture for “add your picture/create properly sized pictures”.

This brings up the upload pop-up window.

Choose the “Browse” button to find the picture for this product. Once you find the picture, choose “Open” to return to the window.



When you return to the Upload Picture window, choose the “Upload Picture” button.

This may take a few minutes depending upon the size of the picture or the speed of your Internet connection.

When it is finished, it will say “Picture Uploaded.” Click the link to close the window. This will refresh your color screen so you can see your picture.

You now should see 2 pictures: the small picture and original picture.

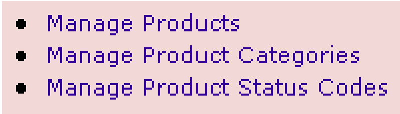
If you ever need to change the picture, choose the “Click here to change your picture” link in the Original Picture row. This will upload the new picture and resize it for publication on the site.

Choose the “Update Record” button to return to the color list to continue adding/updating/deleting colors.

Products

You are now ready to add your products.

Choose the “Manage Products” option from the administration main menu.



There are 30 starter products in the system that we now need to delete to make way for the real products.

To delete them, choose the button under the “Delete Product” next to a Product Name. At the delete product screen, choose the Delete Record button and choose “OK” on the confirmation screen.

Now, we’ll add in our products. Choose the “Click here to add a product” link.

This will bring us to the Add Product window. When the screen appears, type in all of the information about your first product. When you are finished, choose the “Add Record” button.

Note: You will learn more about state sales tax in the next chapter, but if you know whether or not this product will be subject to sales tax, change the Taxable Item field accordingly. For example, if clothing is not a taxable item, this T-shirt will have “No” for taxable item.

Product Status:	Available
Vendor:	T-shirts.com
Store Category 1:	Swag
Store Category 2:	--Please Select One--
Product Code:	55555
Product Name:	Long-sleeved T-shirt
Author Name:	
Product Description:	This t-shirt will be a hit at beaches, malls and parks from sea to shining sea. It features the CD Czarina logo printed on a 100% cotton T-shirt. Available
Vendor's Price To Us:	5.00
Vendor Suggested List Price:	15.00
Our Price To Customer:	10.00
Taxable Item?	No

This will bring us to the Update Product screen where we can add pictures of the products, colors, and sizes.

Just like we did for the color pictures, click the link next to the original picture for "add your picture/create properly sized pictures".

Original Picture:	Click here to add your picture/create properly sized pictures for the site. No Picture

This brings up the upload pop-up window.

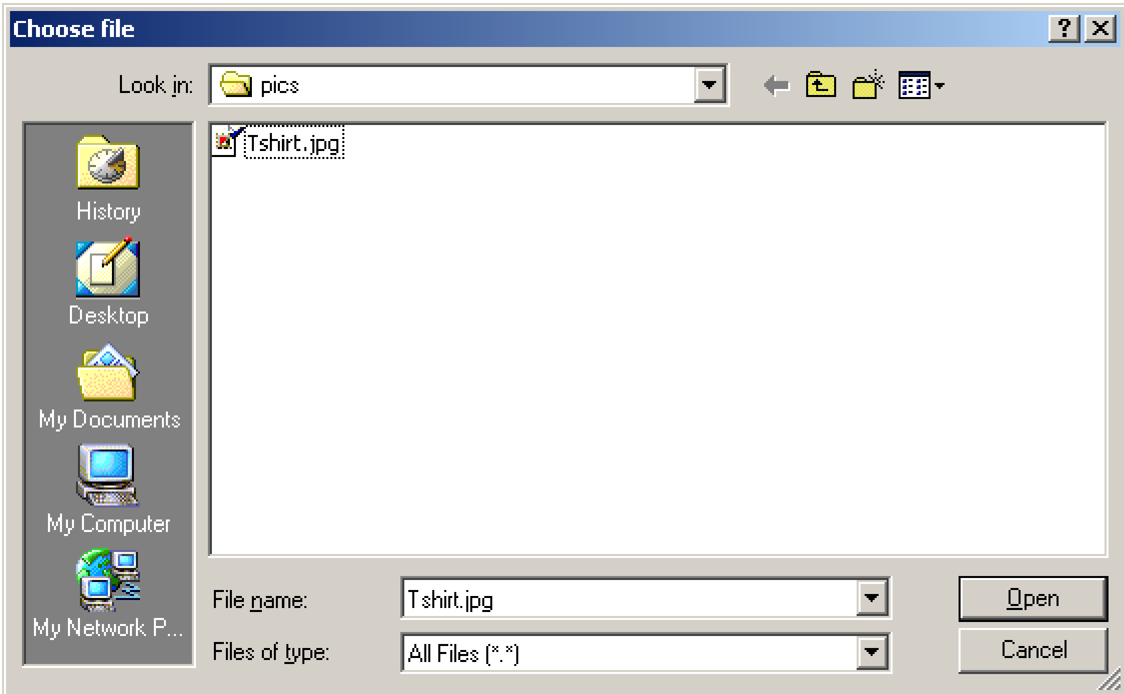
Upload Your Picture

Choose your file* Browse...

***All pictures must be either .jpeg, .jpg, or .bmp files.**

Upload Picture

Choose the “Browse” button to find the picture for this product. Once you find the picture, choose “Open” to return to the window.



When you return to the Upload Picture window, choose the “Upload Picture” button.

This may take a few minutes depending upon the size of the picture or the speed of your internet connection.

When it is finished, it will say “Picture Uploaded.” Click the link to close the window. This will refresh your product screen so you can see your picture.

You now should see 3 pictures: the small picture, large picture, and original picture.

If you are finished, choose the “Update Record” button to continue adding products. If you have multiple colors or sizes for this product, follow the directions below.

Adding Sizes/Colors

You can add specific sizes and colors for this product through the bottom part of the screen.

Product Sizes:

There are no sizes for this product. Click here to add a size.

Product Colors:

There are no colors for this product. Click here to add a color.

Choose the “Click here to add a size” link. This will bring up the Add a Product Size window.

All of the sizes that you added in the Manage Size Codes option are listed here for you to choose between.

Check off all of the sizes that you would like to add for this product and then choose the “Add Sizes” button.

The additional charge field will allow you to add more money on for various sizes. For example, an Extra Large T-shirt might be more than a medium T-shirt.

☑	Size	Additional Charge
☑	Extra Small	
☑	Small	
☑	Medium	
☑	Large	
☑	Extra Large	1.00

Add Sizes

Fill in the information and choose the Add Record button to add this size to this product. Continue adding sizes until you are finished. You may modify or delete these sizes and additional costs through the update and delete buttons.

View/Update Product Size	Delete Product Size	Size	Additional Charge
▢	▢	Extra Small	$.00
▢	▢	Small	$.00
▢	▢	Medium	$.00
▢	▢	Large	$.00
▢	▢	Extra Large	$1.00

Colors work exactly the same as the sizes. Go through and add the colors that are available for this product.

View/Update Product Color	Delete Product Color	Color	Additional Charge
▢	▢	Black	$.00
▢	▢	Cheetah Print	$2.00
▢	▢	Gray	$.00
▢	▢	Dark Blue	$.00

When you are finished adding colors and sizes, choose the “Update Record” button to continue adding products.

Recommended Products

After you’ve added all of your products in the system, you now have to pick recommended products for your home page.

- Manage Products
- Manage Product Categories
- Manage Product Status Codes

Choose the Manage Product Categories option again.

There are four product categories in there right now. Choose the View/Update button next to one of those categories.

View/Update Product Category	Delete Product Category	Category Name
		Indie
		Modern Folk
		Swag

When the Update Product Category window appears, choose one of the products in the drop-down list to be your featured product. Choose the “Update Record” button to save your changes.

Category Name:	Modern Folk
Category Description:	The songwriters, singers and players of modern folk. Ani DiFranco, Tracy Chapman, Dar Williams and more.
Sort Order:	4
Recommended Product (for Home Page):	--Please Select One-- --Please Select One-- Live In Philadelphia The Green World

Update Record

Continue with this process until every product category has a featured product.

Test It Out

When you are finished, click the “Return to Main Site” link to make sure everything looks good.

Chapter 6: Taxes, Shipping, and Other Pre-Launch Necessities

You've added in all of your products and product categories and have gone through the main site to make sure everything is just the way you want it. Before you launch your store, there are a couple of things to clean up.

Countries

Click the Manage Countries option to take a look at the countries in your system.

- Manage States
- Manage Countries

Country Name
Afghanistan
Albania
Algeria
American Samoa

This will bring up an incredibly long list of countries. Every country determined by the United States government is listed here.

However, are you going to sell or ship products to people in other countries? If not, you should take them off so your customers cannot select those countries for their billing and shipping addresses.

As a service to our customers, if you are only going to sell to the US or the US and Canada, please give us a call. We will quickly delete the rest of the countries for free so you don't have to sit there and delete the rest of them.

States

Click the Manage States option to take a look at the states/provinces in your system.

- Manage States
- Manage Countries

This will bring up all of the US states and Canadian provinces. Are you going to sell or ship products to customers based in these states and provinces? If so, leave it as is. If not, please delete them so customers cannot select these states and provinces for their shipping and billing addresses.

State Name	Country Name
Alabama	United States
Alaska	United States
Alberta	Canada

State Sales Tax

Are you in a state that requires you to charge a sales tax for your products? If so, then you will have to set the sales tax up.

For example, let's say that CD Czarina is incorporated in the mythical state of New Cambria. New Cambria has a sales tax of 5% on all non-clothing purchases made by anyone with a billing address in New Cambria.

We would choose View/Update State and set up the state screen as follows.

Make sure your state has "Yes" for the tax and then the tax amount.

State Initial:	CB
State Name:	New Cambria
Country:	United States
Tax:	Yes
Tax Rate (%):	.05 (enter 7% tax as .07)

To make a determination between the products that get taxed (non-clothing) and the products that do not get taxed (clothing), go to Manage Products.

If you View/Update any of your products, you will see a drop down list for whether or not this specific product should be added to the sales tax.

We would then modify all of our clothing products to include a "No" for this field and modify all of our non-clothing items to "Yes".

Our Price To Customer:	$10.00
Taxable Item?	No
Date Created:	No Yes 002 3:12:00 PM

Please verify with your incorporation papers and state government to find out what you are legally bound to do with your store. If you have to tax customers in every state, you will have to change the Tax field for every state to "Yes" and add your state's sales tax to each state.

Credit Cards

Note: *If you are going to use an online payment processor, such as PayPal or VeriSign to process your payments, you will not need to worry about adding/deleting these credit cards since your payment processor will set up which credit cards you are able to accept.*

Click the Manage Credit Cards option to take a look at the credit cards your current system will accept.

- Manage Shipping Costs
- Manage Shipping Vendors
- Manage Credit Cards

Credit Card Name
American Express
Discover
Mastercard
Visa

This will bring up a list of the credit cards that your system will give your customers as options to pay for their products.

Add any other credit cards that you will accept and delete any that you will not accept.

Shipping Vendors

Note: *If you are going to use a third-party shipping system, such as .NetShip to calculate your shipping costs, you will not need to worry about adding/deleting these shipping vendors, since the shipping system will do that for you.*

Click the Manage Shipping Vendors option to take a look at the options that your system will give to customers to ship their products.

- Manage Shipping Costs
- Manage Shipping Vendors
- Manage Credit Cards

Company Name
DHL
Federal Express
UPS
US Postal Service

This will bring up a list of the shipping vendors that your system will give your customers as options to ship their products.

Add any other shipping companies that you will deal with and delete any that you will not use.

We suggest that you add the specific carriers and types of shipment to this list if you would like to give the option of different costs for different types of delivery.

Company Name
Fed Ex 2-day Air
Fed Ex Ground
Fed Ex Standard Overnight
UPS 2-day Air
UPS Ground
UPS Next Day Air

Shipping Costs

Note: *If you are going to use a third-party shipping system, such as .NetShip to calculate your shipping costs, you will not need to worry about adding/deleting these shipping costs, since the shipping system will calculate all of the shipping costs.*

Click the Manage Shipping Costs option to take a look at the shipping costs that is set up in your system.

- Manage Shipping Costs
- Manage Shipping Vendors
- Manage Credit Cards

You will need to add in shipping costs for every Shipping Vendor that you have added to your system. Currently, there are no shipping costs associated with any of the vendors.

This is one of the most confusing topics that you will have to deal with in your store setup, so we will try to go through it in detail to clear up any confusion.

We highly recommend looking at the web sites for any of your shipping vendors to look at the rates that they charge for various shipping options. We've included a couple of web sites for the major shipping carriers to do this.

Shipping Company	Web Site
DHL	http://www.dhl-usa.com/ and choose the "Rate" button OR http://www.dhl-usa.com/bookrates
Federal Express	http://www.fedex.com/ and choose the "Rate" button OR http://www.fedex.com/ratefinder/home?cc=US&language=en
United States Postal Service	http://www.usps.com/ and choose the "Calculate Postage" button OR http://postcalc.usps.gov/

UPS	http://www.ups.com/ and choose the “Rate” button OR http://wwwapps.ups.com/QCCWebApp/request?iso_language=en&iso_country=US

Shipping Cost Problem
The problem with determining an exact shipping amount is that all of the major carriers use a “zone” system for their package prices. For example, a package that goes from Philadelphia to San Francisco is going to be more expensive than the same package that goes from Philadelphia to Washington, DC.

In addition to this, there is a weight concern. It costs more to ship a package that is 10 pounds than a package that is 1 pound.

This means that you have to decide what to do with the shipping and handling cost. Let’s say that your average package weighs 3 pounds and costs $50.00. To ship this package Federal Express Ground from Philadelphia to Anchorage, Alaska is approximately $15.00. To ship this package Federal Express Ground from Philadelphia to New York City is approximately $3.00.

Option #1: Flat Fee
Choose the View/Update button next to Fed Ex Ground.

View/Update Shipping Cost	Delete Shipping Cost	Compar
		Fed Ex Ground
		UPS Ground

Your first option is to charge a flat fee for shipment. Going with the above example, you can say that purchases that total between $0.00 and $50.00 will cost $6.00 to ship Federal Express Ground, purchases that total between $50.00 and $100.00 will cost $7.00 to ship Federal Express Ground, etc.

Using a system like this, you will lose out $9.00 on a 3-pound shipment to Alaska and gain $3.00 on a 3-pound shipment to New York City. If the customer in New York City complains that it didn’t cost $6.00 to ship his/her package to their address via Federal Express Ground, you can explain that this cost is for Shipping and Handling and it cost $3.00 in handling charges.

Modify the From and To Values and the Shipping Charge to account for the above example and choose “Update Record”.

Now, if your customer purchases a cart that totals $46.92, they will be charged $6.00 for shipping and handling to ship their package Fed Ex Ground.

Company Name:	Fed Ex Ground
From Value:	$.00
To Value:	$50.00
Shipping Charge	$6.00
Shipping Percentage:	(enter 10% shipping percentage as .10)

You will have to add in another shipping cost when you get back to your Shipping Costs list for the next level of cost.

Click here to add another shipping cost.

Choose the Company Name and add in the From and To Values and the Shipping Charge. Choose “Update Record” to finish.

Company Name:	Fed Ex Ground
From Value:	$50.01
To Value:	$100.00
Shipping Charge	$7.00
Shipping Percentage:	(enter 10% shipping percentage as .10)

Now, a customer that purchases items that total $96.75 will be charged $7.00 for shipping and handling to ship their package Fed Ex Ground.

Continue adding all of the values for all of the Shipping Vendors and for each level of cost.

Option #2: Percentage

Choose the View/Update button next to Fed Ex Ground.

View/Update Shipping Cost	Delete Shipping Cost	Compar
		Fed Ex Ground
		UPS Ground

Your second option is to charge a percentage for shipment. Going with the above example, you can say that purchases that total between $0.00 and $50.00 will cost 15% to ship Federal Express Ground, purchases that total between $50.00 and $100.00 will cost 10% to ship Federal Express Ground, etc.

Using a system like this, you will lose out $7.50 on a 3-pound shipment to Alaska and gain $4.50 on a 3-pound shipment to New York City. If the customer in New York City complains that it didn't cost $7.50 to ship his/her package to their address via Federal Express Ground, you can explain that this cost is for Shipping and Handling and it cost $4.50 in handling charges.

Delete the Shipping Charge and add in the Shipping Percentage to account for the above example and choose "Update Record".

Now, if your customer purchases a cart that totals $46.92, they will be charged $7.04 for shipping and handling to ship their package Fed Ex Ground.

Company Name:	Fed Ex Ground
From Value:	$.00
To Value:	$50.00
Shipping Charge	
Shipping Percentage:	.15 (enter 10% shipping percentage as .10)

Just like in Option #1, you will need to add/update shipping costs for all of the values for all of the Shipping Vendors and for each level of cost.

Option #3: Third-Party Shipping System

In both Option #1 and Option #2, your goal is to figure out how much to charge your customers for shipping and handling without losing too much money and without overcharging your customers too much.

You will probably have to go back and forth during your store's initial phase and keep modifying the costs until you have achieved the best balance for your organization.

Third-party shipping solutions enable you to give your customers accurate shipping costs to ship their purchases to their shipping address. We can integrate one of these to solve the headaches of figuring out shipping costs for your customers.

Please refer to Appendix D for more information on this topic and give us a call if you have any questions.

Remember that you can always start with one of the standard shipping options until your store gets off the ground and then can integrate a third-party solution at a later date.

Secure Certificate
One of the most important things to your customer is the secure certificate. This will let your customers know that they are entering their credit card information in a secure environment. You may or may not need one, depending upon your Payment Processor.

Please refer to Appendix B for more information on this topic and give us a call if you have any questions.

Payment Processor
A payment processor will take your customer's credit card number, verify that they have the money in their account to purchase the items, and charge your customer's credit card. You have the option with either of the Cambria stores of either integrating a payment processor with your store or processing their purchases manually.

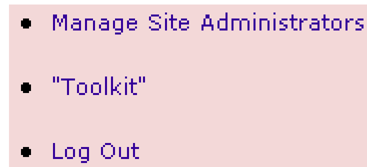
Please refer to Appendix C for more information on this topic and give us a call if you have any questions.

Chapter 7: Launching the Store

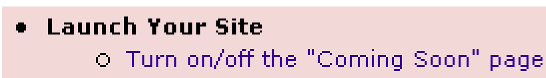
After you have finished everything in the above chapter, you are now ready to launch your store.

Turning off ‘Coming Soon’

The first thing to do to launch your store is to turn off the ‘Coming Soon’ message. Choose the “Toolkit” option on your administration page.



This brings you to the “Toolkit” page. Choose the option for the “Turn on/off the Coming Soon page”.



Change the option for “Is your site ready to launch?” to “Yes” and then choose the update button.

Now, when anyone goes to your site’s domain name or IP address, they will be able to see your whole site and start buying from your store.

Now that you’ve launched your site, the next step is to start thinking about how you can market your site to customers.

Please Note: Cambria Corporation is NOT a marketing agency. We are offering the rest of this chapter in the guide as experiences that we have gained from helping customers with their web sites, but cannot make any guarantees to its accuracy and cannot be held responsible in any way for the success or failure of our suggestions.

We highly recommend that you use this information as a starting point to begin your research. There are many companies, books and websites that can give additional information on how you can best market your website to customers.

Marketing Your Site – Search Engines

Arguably, the effectiveness of advertisement banners and pop-up windows has decreased. Many online users close out the pop-ups without looking at them and ignore the banner advertisements.

However, the use of search engines to look for sites continues to grow. If you want to build traffic to your site, you must make sure that your site shows up at the top of the results when prospective customers search these engines for your products or services.

Getting your site to the top of search engines is hard work and requires ongoing dedication to make sure that it stays there, but it is worth it in the increased volume of additional new business to your site.

Types of search engines
There are two types of search engines.

- **Human-indexed site catalogs.** Human-indexed site catalogs are hierarchical subject indexes of content, much like the "by subject" area of the card catalog at your local library. Each site in the index receives a single link within one or more categories. Users find sites within the index either by browsing the index or by entering in keywords describing what they are looking for.
- **Computer-indexed databases of spidered pages.** Computerized "spiders" compile the content in almost all other search engines. After receiving the URL of a new site, these spiders visit that page and all links off the pages in that site. They record the content of each page in a database. When a user performs a search by entering keywords, matching pages are retrieved from a database of hundreds of millions of pages.

Tips for human-indexed catalogs

- **Be in the right categories.** Browse the search engine extensively and look for the most appropriate category for your site. Many of these will only allow you to add your site to one, so this is an important step. When you decide on the best category for your site, click the "Suggest a Site" (or similar wording) link in the footer of the page to begin the process of submitting your site for inclusion.
- **Have the right keywords for your site.** As you go through the site submission process, you will be asked to give your site a title and a description. Be sure that the title and description, together, contain all the keywords your users are likely to search on when looking for your services.
- **Expedited consideration.** During the submission process, you will be asked whether you want to pay a fee for expedited consideration. Paying the fee will usually get your store listed within 10 days instead of 2 to 3 months. This fee may be worth it to get visitors to your site faster.

Tips for computer-indexed (spider) catalogs
Showing up strongly in the computer-indexed databases of spidered pages requires a lot more work: each page on your site must be designed to rank ahead of your competitors when the user performs a search. This involves careful design of the text of the page and its content.

- **Carefully choose the words in the title of your site.** Your page titles should include words that prospective clients would search on, with the most important words occurring early in the title. The most important words should be put at the beginning, with additional valuable words included later on. For example: The best place to find CDs – CD Czarina.
- **Include META keywords and description tags.** These two tags allow you to invisibly embed keywords and a description for your site on each page. You should be sure that the most important words describing the content of the page occur early within both the keywords and description tags since some spiders have a limit to the number of words that you can use.
- **Positioning the most important words early and often in the "About" and "Introductory" Text**. If the words the client enters in the search engine occur early and frequently (especially on the home page), your page is more likely to show up at the top of the results.

Tips for listing your site at the top of search engines

- **Keywords and your customers.** The META keywords for the spiders and the keywords that you may have to submit to the human-indexed sites are very important. You may want to interview some of your customers to see what words they would search on for your site in a search engine. Their keywords may not be the same as yours and can help you refine your keywords and description.
- **Web positioning software.** There are software packages that will allow you to track your standings in search engines by running their software. One customer recommends running WebPosition Gold (available from http://www.webposition.com) each week. WebPosition allows

you to specify sets of keywords to search on and will tell you how you rank for these keywords, both today and historically.

- **"Optimizing" companies.** If you refine your site and it is still not listed at the top of the popular search engines, there are companies that make it their business to continually refine your site to put it and keep it at the top of the search engine listings. You may want to consider one of them.
- **Pay-Per-Click and other search engine advertising.** It is really important that your site is listed at the top of search engines. You may want to consider some of the advertising options on popular search engines, such as Google. This will definitely list your site at the top of their searches and will get your site noticed.

Suggested sites for more information

Please see the below sites for more information on search engine optimization. They were the only three informational sites to appear on the first page of Google and Yahoo! when we searched for "Search Engine Optimization", so we feel confident that they know what they are talking about!

- http://hotwired.lycos.com/webmonkey/01/23/index1a.html
- http://www.submit-it.com/subopt.htm
- http://www.searchenginewatch.com/

Help with optimization

If you are interested in having us help you optimize your site for search engines, please give us a call so we can discuss an optimization strategy with you.

Marketing Your Site – Other Options

Don't think only in terms of search engines as the sole way of marketing your site. There may be web sites that you can add your site to that may bring some customers to your site.

For example, if you are selling horse feed, perhaps marketing your site with an equestrian organization or a popular horse breeder site might bring in more customers since the people who visit those sites already have horses that need to be fed.

You may also be a part of an organization that will list your site for free. Maybe a civic organization or community business association has an online member directory that you can add your information for free. When a search engine spider indexes their site, it will also grab your information for their search engine.

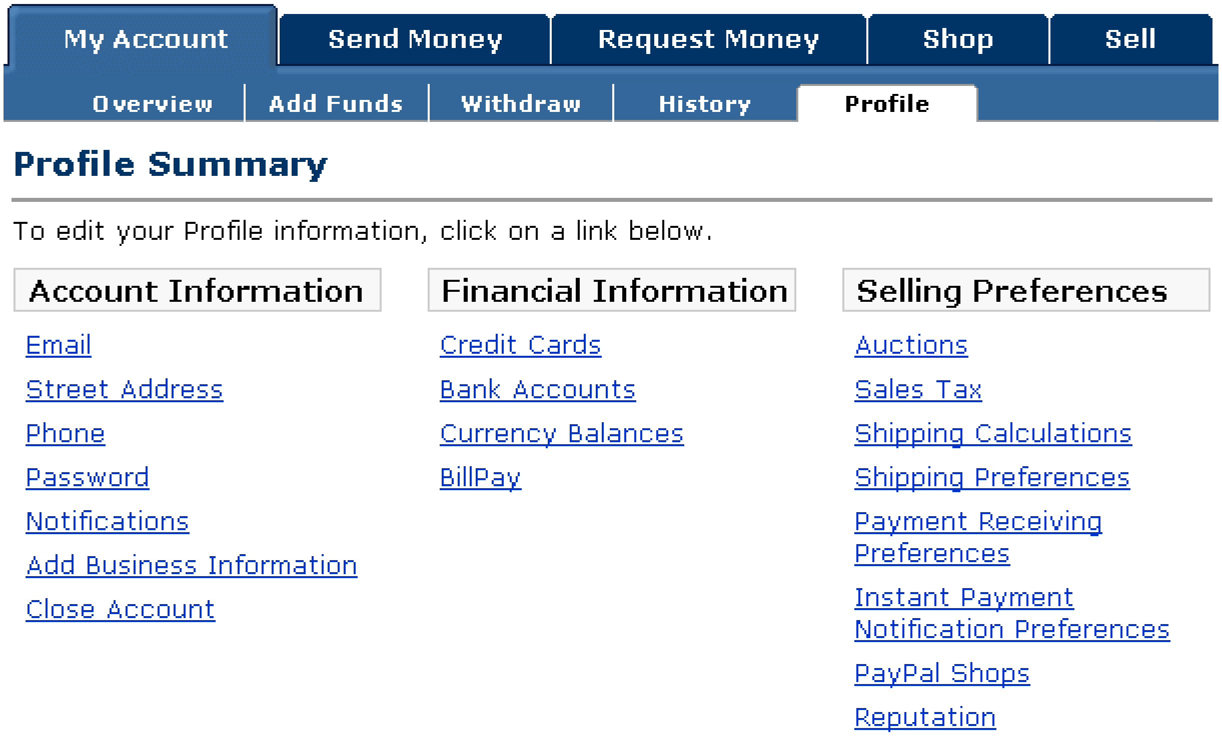
PayPal

If you have integrated your website with the PayPal payment processor or have a business account with PayPal, you can register to be a part of their PayPal Shops. The following is from their website (www.PayPal.com):

> *Join PayPal Shops and open your doors to over 20 million PayPal users! Just give us the URL, title, category, and a short description for your website. PayPal will use this information to drive customers to your website in two ways:*
>
> - *We will list your site in PayPal Shops, where over 20 million PayPal members will be able to find your online store. Please allow 1-2 days after registration for your listing to become active.*
> - *Beginning when you register, every time a customer sends you a payment for purchases made somewhere other than your website, such as an online auction site, we will invite them to shop at your website as well. This service is absolutely free for members of PayPal Shops.*

Fees: Placement in PayPal Shops is currently free. Fees may be introduced in the future, but no changes will be made without first notifying you.

To register for this service, log into your PayPal account. Choose the “Profile” option under the “My Account” tab. Under the “Selling Preferences” heading, choose the “PayPal Shops” option.



This page will give you specific information on how you can add your site to PayPal Shops.

CambriaStore.com and Cambria.com
We have lists of customer sites on both of our web sites. If you would like to be added to either of these sites, please feel free to contact us.

Chapter 8: Dealing with Customers and Orders

You've launched your site, marketed it to prospective customers, and now orders are coming in. How do you find out what people have ordered and ship it to them?

Process Orders

Note: *Even if you have integrated a payment processor, some of your orders may be in here if the customer's credit card was rejected for some reason. Skip down to "Rejected/Incomplete Orders and Payment Processor" in this section for more information.*

After a customer has purchased something from your store, you will need to process their credit card. There are two ways to do this: all at once or one at a time. Choose the "Process/Charge Orders" option first and we'll do one transaction first.

- Process/Charge Orders - All
- Process/Charge Orders

You will see a list of customers that have purchased products from your store. Choose the "Process Order" option next to one of the names.

Process Order	Customer Name	Order Number	Date Purchased	Order Total	# of Items	Order Status
☐	Kathy Fisher	1000	12/30/2002 12:31:34 PM	$.01	1	Processing
☐	Kathy Fisher	1001	12/30/2002 12:32:13 PM	$14.99	1	Processing
☐	Kathy Fisher	1002	12/30/2002 12:32:47 PM	$24.99	2	Processing

This will bring up the order detail for this order.

Order Status: Processing
Date Purchased: 12/30/2002 12:31:34 PM
Billing Address: Kathy Fisher
123 Main Street,
Ardmore, PA, 19003, United States
Ship To: Kathy Fisher
123 Main Street,
Ardmore, PA, 19003, United States
Payment Method: Visa
1234123412341234
05/02
Ship Via: UPS Ground
Reference Number:
Transaction Status: (•) Approved ( ) Declined

Enter in the credit card number into your manual processor and submit it to your processing agency. When they send back the status and the reference number, enter them into the form and choose "Process Order".

Reference Number: 1234567890
Transaction Status: ( ) Approved (•) Declined
Process Order

As soon as you are finished processing the order, the order will disappear from the "Process/Charge Orders" page, the customer's credit card number will be deleted from the system and the customer's "My Account" page will be updated to show what happened to their order. If the order has been approved, it will show up on the "Ship Orders" page.

Process/Charge Orders - All

An alternative to processing the orders one-at-a-time is the "Process/Charge Orders - All" option. Choose that to see the differences.

- Process/Charge Orders - All
- Process/Charge Orders

In this case, all of the orders are listed. You can run all of the credit card numbers at once and type in the reference numbers and status for each one. When you are finished, you can choose the "Process Orders" button and all of the orders will be processed with the "Reference #" field filled in.

You can still see the order details by clicking on any customer's name.

Customer Name	Order Number	Order Total	Card Type	CC Number	CC Exp. Date	Ref. #	Transaction Status
Kathy Fisher	1001	$14.99	Visa	2345234523452345	05/03		Approved Declined
Kathy Fisher	1002	$24.99	Visa	3456345634563456	05/04		Approved Declined

Process Orders

Rejected/Incomplete Orders and Payment Processor

With most payment processors, your system will not store in the customer's credit card information to protect your customers from hackers. This means that you will not be able to try the transaction again through any manual process.

There are two reasons that your customer's orders will be stored in this screen: (1) they closed down their browser before they typed in their credit card information into the screen or (2) there was a problem with the payment processor.

If the customer closed down their browser before completing their transaction in the payment processor, there will be no record of the transaction in your payment processor and no record of their credit card in your system. You will be able to use their contact information to contact them and see if there was a problem or a concern with their purchase process.

It is possible that your payment processor had a problem sending back the customer's reference number to your system. In this case, you will be able to go to your payment processor and see the transaction and its status. You can enter it into this screen and finish off the charge process.

Ship Orders

After a customer has had a successful credit card transaction, you now need to ship their order to them. Again, there are two ways to do this: all at once or one at a time. Choose the "Ship Orders" option first and we'll do one transaction first.

- Ship Orders - All
- Ship Orders

You will see a list of customers that are approved to be shipped their orders. Choose the "Ship Order" option next to one of the names.

Ship Order	Customer Name	Order Number	Date Purchased	Order Total	# of Items	Order Status
	Kathy Fisher	1001	12/30/2002 12:32:13 PM	$14.99	1	Charged
	Kathy Fisher	1002	12/30/2002 12:32:47 PM	$24.99	2	Charged

This will bring up the order detail for this order.

Order Status:	Charged	**Date Purchased:**	12/30/2002 12:32:13 PM
Billing Address:	Kathy Fisher 123 Main Street, Ardmore, PA, 19003, United States	**Ship To:**	Kathy Fisher 123 Main Street, Ardmore, PA, 19003, United States
Payment Method:	Visa ***********52345 05/03	**Ship Via:**	UPS Ground
		Date Shipped:	12/30/2002
CC Authorization #:	1234567890	**Tracking Number:**	
Shipping Notes:			

Enter in the shipping details for this order: (1) how it is being shipped, (2) the date is was hipped, (3) the tracking number, and (4) any notes that you would like to relay to your customer (optional). When you are finished, choose "Ship Order".

As soon as you are finished entering this information, the order will disappear from the "Ship Orders" page and the customer's "My Account" page will be updated to show what happened to their order. You can always search for this order to find it if there is a problem.

Ship Orders - All

An alternative to shipping the orders one-at-a-time is the "Ship Orders - All" option. Choose that to see the differences.

- Ship Orders - All
- Ship Orders

In this case, all of the orders are listed. You can run all of the tracking numbers at once and type in the ship via, tracking number, ship date, and any notes for each one. When you are finished, you can choose the "Ship Orders" button and all of the orders will be processed with the "Tracking Number" field filled in.

You can still see the order details by clicking on any customer's name.

Customer Name	Order Number	Order Total	Ship Via	Tracking Number	Ship Date	Shipping Notes
Kathy Fisher	1001	$14.99	UPS Ground		12/30/2002	
Kathy Fisher	1002	$24.99	UPS Ground		12/30/2002	

Ship Orders

Search For Orders

You may need to search for an order for a customer. There are two ways to do this: (1) Search for Orders and (2) View All Orders.

- Search For Orders
- View All Orders

View All Orders will give a list of every order in your system. This is the best option until you start getting lots of orders. Many orders on this page will make it harder to go through and will also take longer to load on your page.

View Order	Invoice	Customer Name	Order Number	Date Purchased	Order Total	# of Items	Order Status
		Kathy Fisher	1000	12/30/2002 12:31:34 PM	$.01	1	Declined
		Kathy Fisher	1001	12/30/2002 12:32:13 PM	$14.99	1	Shipped
		Kathy Fisher	1002	12/30/2002 12:32:47 PM	$24.99	2	Shipped

Search for Orders is the better way to find orders in your system once you start having a lot of orders. You can enter any information about the order you are looking for and the system will bring it up in a list.

Customer First Name:		**Customer Last Name:**	
Date Purchased:		**Order Number:**	
Order Status:	--Please Select One--		
Credit Card Authorization #:		**Date Shipped:**	
Shipped Via:	--Please Select One--	**Tracking Number:**	

Find Orders

For example, let's say that you would like to find all of the orders that were placed by a customer with the last name of Fisher. Type in the customer's last name (case is not sensitive) and then choose the "Find Orders" button.

Customer Last Name:	fisher

Find Orders

This search will bring up every order with a customer last name of Fisher.

View Order	Invoice	Customer Name	Order Number	Date Purchased	Order Total	# of Items	Order Status
		Kathy Fisher	1000	12/30/2002 12:31:34 PM	$.01	1	Declined
		Kathy Fisher	1001	12/30/2002 12:32:13 PM	$14.99	1	Shipped
		Kathy Fisher	1002	12/30/2002 12:32:47 PM	$24.99	2	Shipped

You can additionally refine your criteria to add in the order status or any other item and it will refine this list.

Manage Customers

You may have to manage one of your customer's or one of their addresses in your system. Choose the "Manage Customers" option.

- Manage Customers
- Manage Vendors
- Manage Vendor Status Codes

Click here to add another customer.

View/Update Customer	Delete Customer	First Name	Last Name
		Kathy	Fisher

You can add customers through the "Click here to add another customer" link, update the customer's information and addresses through the "View/Update Customer" button and delete customers through the "Delete Customer" button.

Choose the View/Update Customer button and you will see that there is an additional section to add/update/delete addresses in this customer's address book.

First Name:	Kathy
Last Name:	Fisher
Email:	kathy@cambria.com
Password:	kathyf
Date Created:	11/5/2002 12:59:35 PM
Date Last Login:	12/30/2002 12:31:05 PM

Update Record

Customer Addresses:

Click here to add another address.

View/Update Customer Address	Delete Customer Address	First Name	Last Name	Address
		Kathy	Fisher	123 Main Street Ardmore Pennsylvania 19003 United States

Invoices

You may want to include a custom invoice with your customer's shipment. There are several ways to get to the invoices for an order.

- Search For Orders
- View All Orders
- All Reports

The best way is to use the Search For Orders option.

When the Search For Orders screen comes up, you can search on any criteria to find the invoice, but if you are doing this for orders that you are shipping out today, we would recommend the following criteria: Order Status – "Order Completed & Shipped" and Date Shipped – today's date.

Customer First Name:		**Customer Last Name:**	
Date Purchased:		**Order Number:**	
Order Status:	Order Completed & Shipped		
Credit Card Authorization #:		**Date Shipped:**	12/30/02
Shipped Via:	--Please Select One--	**Tracking Number:**	

Find Orders

Choose one of the Invoice buttons next to a customer's name.

View Order	Invoice	Customer Name	Order Number
		Kathy Fisher	1001
		Kathy Fisher	1002

This will bring up your invoice. You can print it out and add it in with the shipment.

cd
czarina

Date Purchased: 12/30/2002 12:32:47 PM

Date Shipped: 12/30/2002

Billing Address: Kathy Fisher
123 Main Street
Ardmore PA 19003 United States

Ship To: Kathy Fisher
123 Main Street
Ardmore PA 19003 United States

Payment Method: Visa
************63456
05/04

Ship Via: UPS Ground
1234567890

Shipping Notes:

Product	Item #	Size	Color	Quantity	Price	Total
Long-sleeved T-shirt	55555	Medium	Black	1	10	10
The Green World	12346			1	14.99	14.99
					Subtotal	24.99
					Tax	0
					Shipping	0
					Total	24.99

The same instructions work for the View All Orders option.

You can also print an invoice for an order through the All Reports option. Chose that link.

- Search For Orders
- View All Orders
- All Reports

- Number of Orders (Between Dates)
- Number of Products Ordered (Between Dates)
- Download *.CSV file of all orders
  (You can then import this into your systems or
- Invoice for an order

Choose the Invoice for an Order option.

Simply type in the invoice number and you will go to the invoice for that order.

Invoice Number: 1001

Get Invoice

Two potential invoice issues

The first is that the invoice might not have your logo on the invoice. If the invoice still reads Bookworm Bliss on it, please contact Cambria and we will add your logo to your invoices.

Since we can't modify your invoice until we have your logo, our programmers and designers monitor your store until we see your new design is up and running. We then take the logo from your store to add to your invoice.

Sometimes you launch before we check in on you next, so just give us a call and we'll take care of it right away.

The second is that your invoice does not match your customer's name and address and order date.

Date Purchased:	5/14/2002 3:35:28 PM	**Date Shipped:**	
Billing Address:	Kathy Fisher Cambria Corporation 123 Main Stree Ardmore PA 19003 United States	**Ship To:**	Kathy Fisher 123 Main Street Suite 1 Floor 2 Ardmore PA 19003 United States
Payment Method:	Visa ***********41234 05/02	**Ship Via:**	UPS
Shipping Notes:			

The program that we use to create PDF files needs certain permissions on the hosting server that are not normally set for a website. If this is the case, give us a call and we will straighten that out for you on our servers or we will tell you what to tell your other hosting company to straighten it out for you.

Reports

There are a couple of reports included with your system. Choose the "All Reports" option to see more about them.

- All Reports

- Number of Orders (Between Dates)
- Number of Products Ordered (Between Dates)
- Download *.CSV file of all orders
  (You can then import this into your systems or
- Invoice for an order

Number of Orders – this will show you all of the orders that you received between certain dates.

Choose this option.

You can enter from and to dates and choose the "Get Report" button OR you can choose the link to see all of the orders from the time you started your store.

Please enter the dates OR click here to see all of the orders and all of the dates.

Date From: 1/1/02 **Date To:** 12/31/02

Get Report

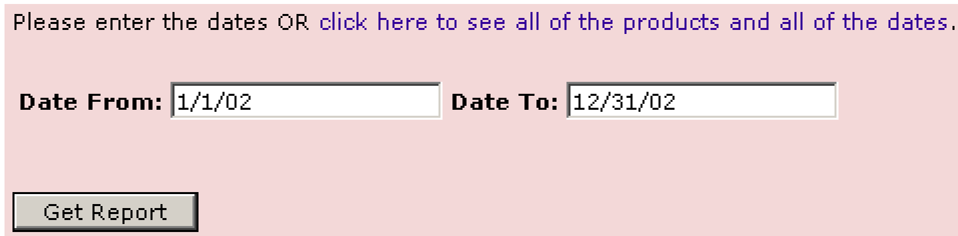
The report will show you all of the orders and the total amount of the orders for each status of orders.

Status	Number of Orders	Grand Total
Declined	1	$.01
Shipped	2	$39.98
		$39.99

Number of Products Ordered – this will show you a list of all of your products and how many of each were ordered between certain dates.

Choose this option.

You can enter from and to dates and choose the “Get Report” button OR you can choose the link to see all of the products ordered from the time you started your store.



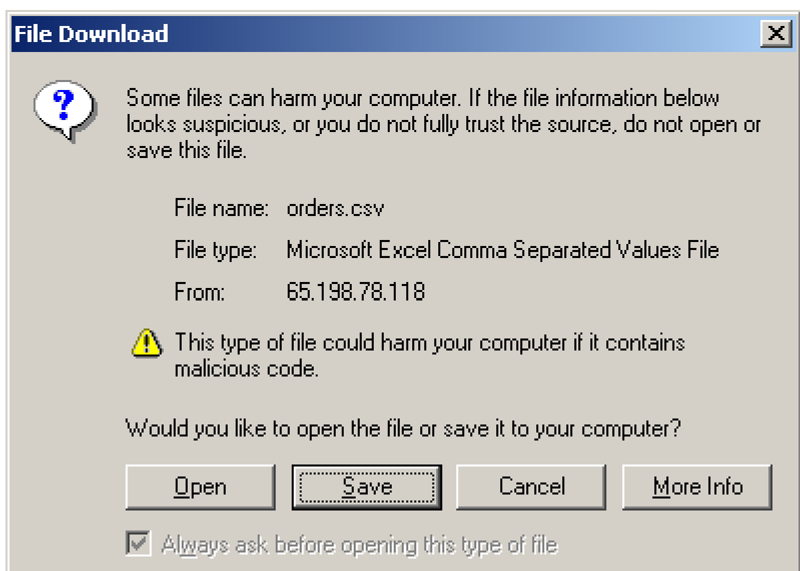
The report will show you all of the products ordered, including size and colors ordered.

Product Name	Number Ordered	Size	Color
Live In Philadelphia	1		
The Green World	2		
Long-sleeved T-shirt	1	Medium	Black

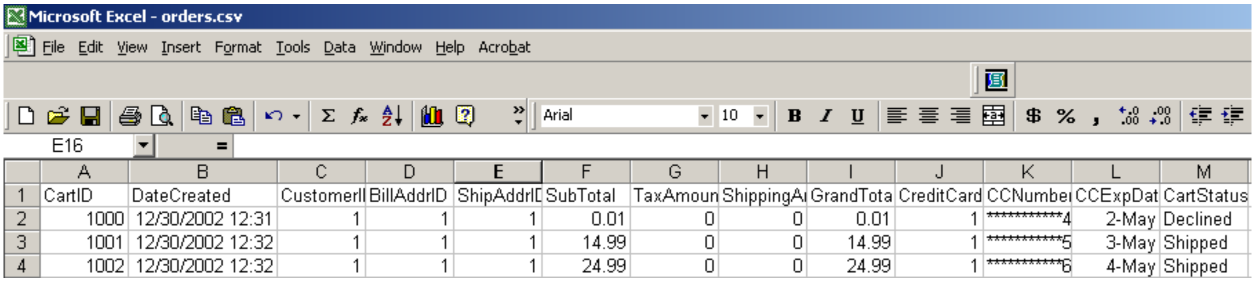
Download *.CSV file of all orders – this will allow you to save a comma separated values file to your computer. Microsoft Excel and many other programs can read or import these files. This will allow you to easily create reports with a program that you have and understand without having to order customer reports from Cambria.

Click this link. It will bring up a File Download window.

Choose the “Save” button.



Once saved to your computer, you will be able to open it up with one of your programs.



	A	B	C	D	E	F	G	H	I	J	K	L	M
1	CartID	DateCreated	CustomerI	BillAddrID	ShipAddrID	SubTotal	TaxAmoun	ShippingA	GrandTota	CreditCard	CCNumber	CCExpDat	CartStatus
2	1000	12/30/2002 12:31	1	1	1	0.01	0	0	0.01	1	************4	2-May	Declined
3	1001	12/30/2002 12:32	1	1	1	14.99	0	0	14.99	1	************5	3-May	Shipped
4	1002	12/30/2002 12:32	1	1	1	24.99	0	0	24.99	1	************6	4-May	Shipped

Invoice for an order – see above section.

Custom Reports

If you need a report for your accountant or your staff and you don't feel comfortable producing it yourself, we can always create the report that you need for you. Simply give us a call and fax us the report outline that you would like created for you. As always, we will give you an estimate for how long it will take to produce your report before starting it.

Chapter 9: Final Thoughts

Thank you again for purchasing the Cambria Toolkit Store. We know that you will be very happy with it for years to come.

Although there is a lot of work in setting up a store, you can always start slowly. One of our customers set up their online store with the smallest department of their brick-and-mortar store just to see how things would work out for their online business. They soon found that they were so busy selling $30,000 of products per month that they decided not to expand their store to other departments.

Suggestions Welcomed!

You may find that as you use your store and/or your store's manual that there are things that you would like to suggest to us to make it easier to use.

We welcome your input. Although we have customers using the store to sell their products, we are not using it day in and day out. We want to make this the best store possible. Please make all suggestions to our Webmaster at webmaster@cambria.com.

Unless it is a bug, we cannot make it a priority to fix. If we do decide that your suggestion is something that we want to implement in our store, we will give you the change for free because you suggested it.

Revision Date

This manual was last revised on March 15, 2004 by KMF.

Appendix A: Simple HTML Tags

Display Tags

For each of the examples, you will put the first tag before the text you want changed and the second tag after the one you want changed.

Example:	This is my first sentence.
Will show as:	This is my **first** sentence.

Bold	Text	Underline	<u>Text</u>
Italics	<i>Text</i>	Strikethrough	<s>Text</s>

List Tags

For each of these unordered and ordered lists, you will use either or at the beginning and the end of the list and around each item in the list.

Unordered List:

```
<ul>
    <li>Item 1</li>
    <li>Item 2</li>
</ul>
```

Will show as:

- Item 1
- Item 2

Ordered List:

```
<ol>
    <li>Item 1</li>
    <li>Item 2</li>
</ol>
```

Will show as:

1. Item 1
2. Item 2

Horizontal Rule

This will make a line that will go across the page. Unlike the other tags, you only need one: <HR>.

Anchor Tags

Anchor tags are typically used to create a link that will take a visitor to another web page.

Example: Click here to see the about us page.
Will take them to: www.your_domain_name.com/about.asp

Example: Click here to see Cambria's home page.
Will take them to: www.cambria.com

Example: Click here to see Cambria's home page.
Will take them to: www.cambria.com, but in a new browser window

Example: Click here to send an email to Kathy.
Will send email to: kathy@cambria.com

Appendix B: Secure Certificates

What are Secure Certificates?

Secure certificates enable you to protect your customers from having their information (login, credit card, etc.) intercepted and stolen. They help your customers to feel comfortable and safe using your web site.

Securing your order pages has many benefits to you. Many online transactions fail at the last minute when consumers consider the potential risks of entering their credit card and other personal information, or when it is not clear whether it is safe to download code from your site.

Another benefit is that a secure certificate shows that you are a trustworthy online organization. It ensures a better online relationship with your customers since they know that their information can never be stolen from your site.

How do Secure Certificates work?

One of the secure certificate companies will provide us with a unique digital certificate for your site. Once in place, any information sent to your web server is encrypted or scrambled, making it impossible to intercept or steal.

Since the secure certificate companies need to verify that you have a valid company and that your domain name is issued for your company before they issue a secure certificate to you, your customers will be able to submit credit card numbers or other personal information to your site with the assurance that they are doing business with you and not an impostor.

Do I need a Secure Certificate?

We recommend that you think strongly about getting a secure certificate **unless** you plan on using a payment processor like VeriSign PayFlow Link or PayPal. In that case, your customers would enter their credit card information on a secure server provided by the payment processor and you would not need to purchase one.

Process

- Decide which company to use. We recommend the providers in the below table.
- Like domain names, secure certificates expire. Decide the length of time for your secure certificate (1 year, 2 year).
- We will fax you the information that you will need to gather for the enrollment process. Gather the required information needed so your enrollment will go as quickly as possible. It can take several weeks to finalize the secure certificates, but by having everything in order, it will be more likely that your secure certificate will be approved in a shorter period of time.
- After we have the enrollment information and the length of time you would like the secure certificate, we will complete the online enrollment for you.
- After we complete the online enrollment, you will fax over the required information to the provider for verification.
- We will continue to monitor the progress of the secure certificate and, as soon as it is approved, we will install it.

Why Do Secure Certificate Companies Require Documentation?

- Most organizations need to authenticate that your company actually exists and has the right to have a secure certificate for your web site. They need to verify:
- They are issuing this to the correct company.

- Your company owns the domain name in the request.
- The company is registered in one or more countries.
- The company name is the same on the Certificate Signing Request.

What documents are typically required for a Secure Certificate?

- Proof of Organizational Name – your Certificate Signing Request must contain a company name **exactly** as stated in your government-issued document.
- Proof of Right to Use Domain – the domain must be owned by your organization.
- Proof of Organizational Telephone Number – you may need to send a telephone bill/account that lists your organization name and telephone number.

Company/Web Site	New Price	Renewal Price
Geotrust – Quick SSL (formerly Equifax) http://www.geotrust.com/webtrust/index.htm	\$149.00 - 1 year \$261.00 - 2 years \$372.00 - 3 years	\$119.00 - 1 year \$208.00 - 2 years \$298.00 - 3 years
Geotrust – Quick SSL Premium (formerly Equifax) http://www.geotrust.com/webtrust/index.htm	\$199.00 - 1 year \$348.00 - 2 years \$498.00 - 3 years \$647.00 - 4 years \$796.00 - 5 years	\$159.00 - 1 year \$278.00 - 2 years \$398.00 - 3 years \$517.00 - 4 years \$636.00 - 5 years
Thawte http://www.thawte.com/html/RETAIL/ssl/index.html	\$199.00 - 1 year \$349.00 - 2 year	\$159.00 - 1 year \$299.00- 2 year
VeriSign http://www.verisign.com/products/site/pricing.html	\$349.00 - 1 year	\$249.00 - 1 year

Please note that prices are subject to change.

Appendix C: Payment Processors

What is a Payment Processor?

A payment processor will take your customer's credit card number, verify that they have the money in their account to purchase the items, and charge your customer's credit card.

You have the option with either of the Cambria stores of either integrating a payment processor with your store or processing their purchases manually.

Do I need a Payment Processor?

This depends upon how much of a gamble you want to take on your online store. If you want to "begin as you mean to go on" or don't want to have to add this later on, then by all means, read the sections below about how the process works and add it right away.

If you believe that "slow and steady wins the race" and would like to start small and then add on as you generate business with your store, then consider the following question: How will your customers pay for their purchases? By mailing you a check? By entering their credit card information and you will process it manually with your existing credit card solution?

If you have a way for your customers to pay for their online purchases and would like to start out small, then we would recommend that you take the online store as is and then consider adding payment processing later. Alternatively, you could add PayPal as the payment processor since it has no monthly charges and only charges a transaction fee if someone purchases something.

Who is involved in Payment Processing?

Payment processing involves many parties, so it is best to give each one of them a definition. If you have any questions, please contact us and we will explain it in more detail.

- **The Issuer:** Your customer’s bank or institution that has issued a debit or credit card to them.
- **Your Customer:** The person who is ready to buy something from you.
- **You:** The fabulous business that has qualified to accept credit or debit cards as payment.
- **The Acquirer:** Your bank or organization that is licensed as a member of Visa and/or MasterCard. After establishing a relationship with you, they receive all your bankcard transactions.
- **The Processor:** A third-party organization that provides authorization and/or clearing and settlement services on behalf of Issuers, Acquirers, and you. (The Processor is also sometimes called a Payment Gateway.)
- **Cambria:** We build your web site and integrate it with your Acquirer and Processor’s specifications.

What is involved in Payment Processing?

Payment processing involves many steps, so if you have any questions, please contact us and we will explain it in more detail.

1. **Acceptance:** The credit cards and/or debit cards that you can accept from your customers vary according to the specific services your Acquirer and Processor provide.
2. **Authorization:** When your customer is ready to make his/her purchase, your site will contact the Processor for authorization. The Processor's data center contacts the card's Issuer and retrieves the customer’s account information. If the card is valid and the customer has sufficient credit, the Processor authorizes the transaction and returns an approval code to the your site. If the card is

not valid or the Cardholder is over his credit limit, the Processor declines the sale and your site will ask for another form of payment.

3. **Purchase:** After receiving authorization, your site records the sale and either emails your customer a receipt or displays one that they can print out.
4. **Submission and Deposit:** As transactions occur, the Acquirer essentially buys your credit/debit card transactions and credits their value to your account, minus a processing fee, which is sometimes called the "discount rate."
5. **Settlement:** In turn, the Acquirer collects payment for transactions from the Issuers of each individual customer. This settlement is carried out through a network of Processors called "interchange." The Acquirer pays each Issuer an interchange fee. The Issuers then bill their customers for the amount of their charges.
6. **Chargebacks:** A transaction that is challenged by a customer or Issuer and is sent back through interchange to the Acquirer for resolution is called a "chargeback."

How do I get started with a Payment Processor?

- **Decide which Acquirer you want to work with:** Different banks have different fees for setting up and maintaining an Internet Merchant Account. Talk to your bank's Merchant Service department and ask them about how you can set up an Internet Merchant Account and all of their fees and percentages. You may want to shop around for rates. Manual transactions have cheaper fees, but are a lot more work for you. We can talk more about this if you are interested.
- **Decide which Processor you want to work with:** If your Acquirer is a large bank, they oftentimes have their own Processor. This is usually cheaper than going with a third-party system like VeriSign or Authorize.Net.
- **Make sure we can work with your Processor:** Talk to us before you sign on the dotted line! Although we haven't found a Processor that we haven't been able to work with, we will read their developer's guide to make absolutely sure. We will also let you know how expensive it will be for us to set up your system with each Processor.

How much does a Payment Processor cost?

Due to all of the parties involved, the expense of a payment processor varies from Acquirer and Processor to Acquirer and Processor. Once you know which Acquirer and Processor you will be using, we can give you an estimate for how much it will cost to integrate a payment processor with your store.

For example, integrating the VeriSign PayFlow Link Processor (www.VeriSign.com) with the store typically costs about 3 hours ($420) to set up. VeriSign's set up charge is $179.00 and their monthly fee is $19.95. This does not include any of your Acquirer's fees.

Our best suggestions is to call your bank (and maybe a couple of others) and talk to their Merchant Services department. You may want to consider using PayPal (see below).

What about PayPal?

Paypal is perhaps the cheapest way to set up payment processing for your site.

With many Aquirers and Processors, there are setup fees to start using their service and monthly charges thereafter. PayPal does not have any setup fees or monthly charges. You are simply charged a transaction percentage and a transaction fee that may be much lower that your bank's.

Because everything is very simple, it only takes 1 hour ($140) for us to integrate the store with PayPal.

Take a look at PayPal's information by going to their website at www.PayPal.com and clicking on "Businesses".

May I see a Payment Processor demonstration?

Of course! Most of our customers are using either VeriSign PayFlow Link or PayPal and we would be happy to demonstrate both of these processors for you, either with a sample system or with a live one.

Appendix D: Third-Party Shipping Solutions

What are Third-Party Shipping Solutions?

Third-party shipping solutions enable you to give your customers accurate shipping costs to ship their purchases to their shipping address.

How do Third-Party Shipping Solutions work?

We will add a field to your product screen for weight. You will need to weigh each product in your system with a box and the bubble wrap or other protective packing and add in this weight for each product.

We will then integrate in the Third-Party shipping system to the checkout process. The customer will enter in their shipping location and then will be given options for shipping. The shopping cart will pass the shipping address and the weight of the shopping cart items to this third-party program.

The third-party shipping solution will then calculate the starting location and the end location with the weight of the package and will come up with a list of choices (pre-determined by you) for shipment and how much each option will cost.

The customer will then select the option and then continue through the shopping cart checkout process. This exact shipping total will be added to their total bill.

Do I need a Third-Party Shipping Solution?

No. You have a line item on your cart that is for “Shipping and Handling”. The “Handling” part of the charge will let the customer know that you are adding in a cost for packing up the item and it will not necessarily be the exact amount of the Fed Ex shipment to them.

The problem with determining an exact shipping amount is that all of the major carriers use a “zone” system for their package prices. For example, a package that goes from Philadelphia to San Francisco is going to be more expensive than the same package that goes from Philadelphia to Washington, DC. In addition to this, it will cost more to ship a package that is 10 pounds than a package that is 1 pound.

This means that you have to decide what to do with the shipping and handling cost. Let’s say that your average package weighs 3 pounds and costs $50.00. To ship this FedEx ground package from Philadelphia to Anchorage, Alaska is approximately $15.00. To ship this FedEx ground package from Philadelphia to New York City is approximately $3.00.

You will have to decide how to cost this out. Should you make the Fed Ex Ground option a flat fee of $6.00, knowing that sometimes it will be cheaper and sometimes it will be more expensive? Should you make the shipping fee a percentage of cost, knowing that the more expensive a purchase may mean more weight and more of a shipping cost?

These headaches may make the money spent on a third-party system worth it.

How much does a Third-Party Shipping Solution cost?

Due to all of the parties involved, the expense of a third-party shipping solution varies from solution to solution. Once you know which solution you will be using, we can give you an estimate for how much it will cost to integrate a third-party shipping solution with your store.

For example, integrating the .NetShip (www.DotNetShip.com) shipping solution with the store typically costs about 4-5 hours ($560-$700) to set up. The cost of .NetShip is $125.